



Minutes

Pagosa Springs Area Tourism Board

Tuesday, April 12th, 2016

Pagosa Springs Visitor Center

4 pm

Meeting called by: CK Patel

Attendees: Voting Members; Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Jon Johnson

Absences: CK Patel, Steve Wadley, Criselda Montoya

Non Voting Attendees; Jennifer Green, Greg Schulte

Please review: March Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – March
 - a. Jon Johnson motioned to approve March minutes, Larry Fisher seconded, all approved
4. Chair Report – Jennie provided report given CK's absence
 - a. Board positions
 - i. Lodging Seat
 - ii. Chamber of Commerce Seat
 - iii. Board of Realtors Seat
 1. All entities with open seats have been contacted; Chamber and Realtors expect to provide a recommendation during their April meetings; Director anticipates the group will review recommendations during the May 10th meeting
5. Tourism Director Report – Jennie Green
 - a. SW Tourism Summit

1. Summit is being held this week – April 13th & 14th – currently, 137 attendees are registered
2. Thanks to many, details are in order – all attendee bags were stuffed this afternoon, name badges have been printed, etc – it should be a great conference

b. Mountain Travel Symposium Recap

1. Overall, a worthwhile event – The event is segmented into 3 exchanges (speed dating) with (1) Tour Operators, (2) Ski Groups / Clubs and (3) Meeting planners. There were also two days of educational sessions, with one day specialized towards DMOs.
2. Director provided an overview of the exchanges:
 - a. Tour Operators / Buyers
 - i. Director struggled with scheduling appointments with this audience more than the other two exchanges. 24 appointments were held on Monday and Tuesday; Visit Denver had a similar number. The buyers in this exchange seemed to desire more of the luxury ski in / ski out ski areas. If an affordable shuttle were available, it would increase our appeal to the European / Latin America audiences. The best appointments during this exchange were with 3rd party booking sites (looking for activity / lodging inventory in Pagosa) and marketing vendors (event sponsors). Most of the tour operators were interested in FIT rates or all-inclusive packages.
 - b. Groups / Ski Clubs
 - i. This was the most successful exchange of the three. Director had 26 appointments in one day. 85% of the appointments could legitimately result in groups / clubs visiting in the next 2–3 years. Multiple appointments were excited to meet with Director as their members have requested trips to Pagosa / Wolf Creek and / or had trips planned in the near future. A ski club in Washington DC plans to begin a “training” trip, and after a great trip a few years ago, had already identified Pagosa and Wolf Creek. He was thrilled to have a contact and requested Travel Planners for an event he will be attending in next few months. Most of the appointments had heard of Wolf Creek / Pagosa from members and / or friends or family. They were excited to have a contact to bring groups to the area.

- ii. These groups prefer both condos and hotels. If they travel in a bus, they need 30 participants to cover expenses of bus. As with tour operators, the lack of an affordable shuttle was mentioned as a concern.

- c. Meeting Planners

- i. Director had 16 appointments scheduled for the exchange. Due to event being held in Keystone, multiple appointments were with CO-based meeting planners. Each of the appointments were excited to have a contact in Pagosa, as they receive a lot of requests by clients to look into Pagosa, but had expressed difficulty in planning events in the past. Recent experience planning the Tourism Summit was timely and provided specific answers to concerns that were raised.

6. Treasurers Report – Nick Tallent

- a. Monthly Town Lodging Receipts report – Update

- 1. Both January and February lodging tax collections set records over all previous years. Both months were up over 10% over 2015.

7. Subcommittee Reports

- a. Budget

- 1. No update

- b. Marketing

- i. Website Update

- a. Meeting with website vendor in NYC in early March has paid dividends; a lot of progress has been made in the last 6 weeks – a launch in the near future is foreseeable.
 - b. Conference calls are being held weekly (or more frequently) to review enhancements. The taxonomy was resolved for Things to Do section, which should speed up estimated time to launch. Director is hoping for a late May 2016 launch. The new itinerary builder allows for mapping and planning days within a trip. It will be a useful tool at the visitor center, as well as in advance of visits. The new site design is much more robust than the existing site. Multiple 2016 marketing campaigns are awaiting the new site launch.

- c. Events & Infrastructure – Larry Fisher

- i. Update on climbing / bouldering rocks in town parks

- a. Subcommittee will meet again April 20th at 5pm; group continues to investigate options and pricing
- ii. Bike Racks – update
 - a. The new bike racks have arrived!! The color (blue) is nice and will stand out – the Parks & Rec crew will install in May
- iii. Infrastructure request – Wolf Creek Trailblazers
 - a. Group reviewed request from Trailblazers; they deferred to May meeting to have more Board members attend to weigh in on the issue
- d. Wayfinding and Signage – Steve McKain / Jon Johnson
 - i. Update on various projects
 - 1. East gateway sign – landscaping will be completed in Spring 2016
 - 2. Jon Johnson mentioned investigating property on south west order of Hwy 84 / 160 for additional signage; it appears there is electrical
 - 3. West gateway – Jennie to send out RFP
- e. Visitor Center
 - i. Visitor Center traffic in March was up slightly over 2015. The reports now include a week over week annual comparison to be able to review busier weeks of the year. The first full week of the year is considered week 1.
- f. Tax Compliance
 - i. Update – no up date; Director needs to follow up with the County to determine if any new remittances have been received
- 8. Old Business
- 9. New Business
 - a. Various funding requests
 - i. Director receives calls from businesses periodically to assist with funding for a “good cause”
 - 1. Director always explains that the funding available through the Tourism Board is available through an event marketing or infrastructure grant fund in the Fall, and only non profits are eligible
 - 2. Director always explains to businesses seeking funds that the idea will be presented to the Board for consideration

- a. Recently, the new Pagosa Cab contacted us to fund a new “Topsy Taxi” service
- b. Larry Fisher explained that it would be a slippery slope and he did not think Town Council would agree with the Board supporting for-profit businesses
 - i. Group agreed

3. Public Comment

- a. None
- b. Tourism Board Ideas and Comments
 - i. None

10. Adjournment

- a. Larry Fisher motioned, Steve McKain seconded, all approved